



DRAWINGS
FOR
APPLICATION
FOR
UNITED STATES LETTERS PATENT

TITLE: COLLECTING AND ANALYZING SURVEY DATA
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H. COEN
FIGURES: 1 through 17
SHEETS: 17

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FIG. 1 is a block diagram of a network system 10.

10

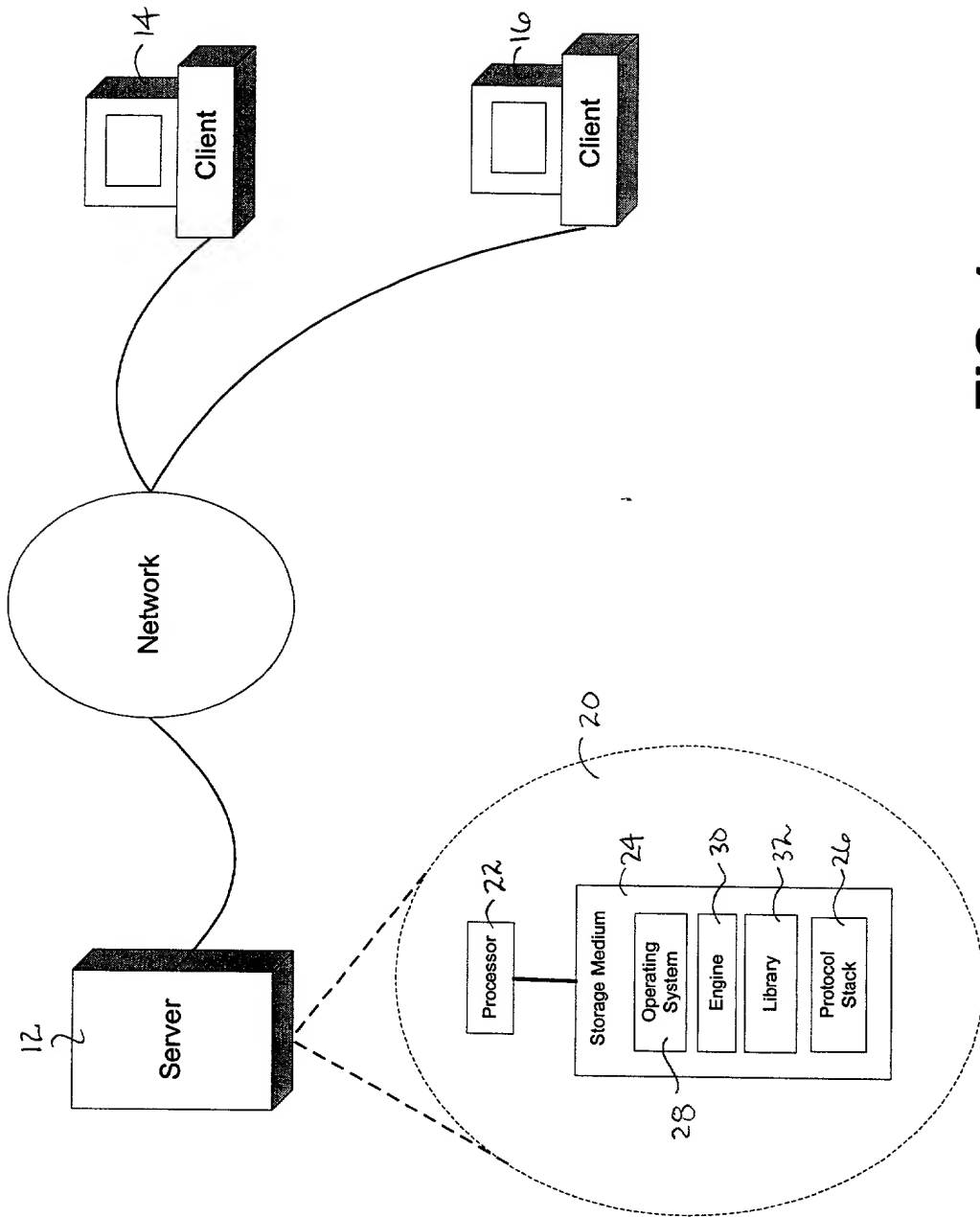


FIG. 1

18

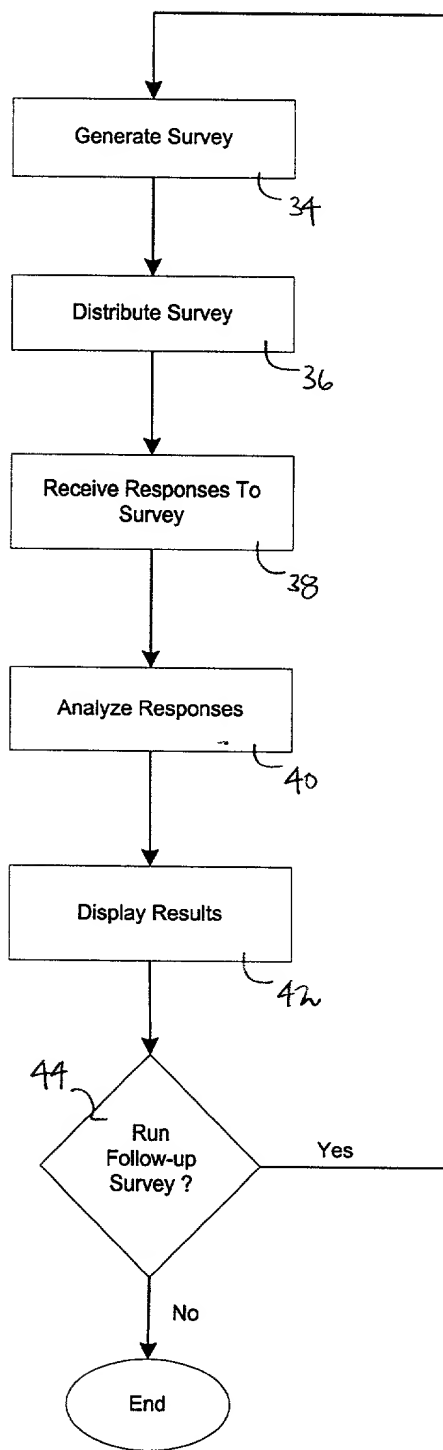


FIG. 2

A. General Purpose Survey

How are we doing overall?

B. General Area Surveys

How are we specifically doing in any of:

- 1) Customer Satisfaction ~50
- 2) Channel Relationships ~52
- 3) Competitive Position ~54
- 4) Image ~56
- 5) Awareness ~58

C. Focus Surveys

Customer: _____ Reseller Satisfaction Surveys:

- Sur _____ 1) How does reseller satisfaction vary across:
- products? ~66
 - product/service attributes? ~68
 - customer segments? ~70
- Comp. Position _____ 2) How can we use reseller satisfaction to improve profitability? Are there:
- competitive performance gaps?
 - expectations gaps?
- 3) For similar products/services, how satisfied

Channel Relationship Surveys

Awareness Surveys

FIG. 3

Actions ~74

Manage Surveys

Select & Run ~80
Survey ~82

Manage Existing Surveys

Perform Analysis

View ~84
Report Card

View ~86
Leverage Points

View Data

Create ~88
Charts & Graphs

View Customer Segments ~90

Examine, modify, or re-use surveys you've previously created.

Recent Surveys ~76

Name ~92

1) General Survey
How are we doing overall?

2) Reseller Satisfaction
How does it vary across product lines?

3) Situation Assessment
Where does performance most need improvement?

more...

Date ~94

10/1/00

Status ~96

75%

85%

94%

Account Info

Customer Support

Online Tutorial

Help

72
7

ACME

Indicators ~78

Reseller Satisfaction by Product
9/1/00 - 10/1/00 ~98

Product 1 8.5 ↑ +5%

Product 2 6.5 ↓ -7%

Product 3 5.4 — +3%

Overall 7.5 ↑ +4%

100

Satisfaction w/After-Sale Service
9/1/00

ACME 3.5

Nortel 7.5

Lucent 5.4

more...

FIG. 4

Survey Selector

Recommend Next Survey

Name	Last Run	Status
A. General Purpose	10/1/00	75%
B. General Area Surveys:		
Channel Relationship		
Customer Satisfactio		85%
Competitive Positior		94%
Awareness		
Image		

100

OK

Click on any survey name to access it. If you'd like BizSensor to recommend the next survey, click on Recommend Next Survey above.

- ☒ Turn off this hint in the future.
- ☒ Turn off all hints in the future.

Never

Go to Focus Survey Library

FIG. 5

Survey Selector

Account Info Customer Support Online Tutorial Help
 Recommend Next Survey

ACME

Previous Screen

Name	Last Run	Status
A. General Purpose	10/1/00	75%
B. General Area Surveys:		
43 Channel Relationships	9/7/00	85%
Customer Satisfaction	Never	Scheduled 10/12/00
Competitive Position	9/1/00	94%
Awareness	Never	—
Image	Never	—

C. Go to Focus Survey Library

FIG. 6

FIG. 7

General Purpose Survey

Account Info Customer Support Online Tutorial Help
 ◀ Previous Screen

Actions

View Results 124 Preview Survey 130 Edit Survey 132

Running the Survey

Run this survey: 142 Now 144 Schedule 146

Recent General Surveys

Date	Status	# Respondents
1) 10/1/00	75% 125	190
2) 9/1/00	Complete	275
3) 8/15/00	Complete	300

Deployment Options:

Channels 148
 Locations 152
 Audience 154

Automatically run this survey: X

1 156 Months 158

FIG. 8

120
2

General Purpose Survey

Running the Survey

Actions

View Results Preview Survey Edit Survey

Run this survey:

Now

Schedule

Recent General Surveys

Date	Status	# Respondents
1) 11/1/00	Scheduled	
2) 10/1/00	75%	190
3) 9/1/00	Complete	275

Click here for details about the 9/1 survey, including access to descriptive statistics.

Deployment Options:

Channels

Locations

Audience

Automatically run this survey:

Every:

1

Months

▼

FIG. 9

if it could read and if it could read it would be a great idea to have it in your hand

160

ACME

← Previous Screen

Survey Editor: Customer Satisfaction

1) Do you currently own or use a laptop computer?

- (68)
- ☒ Yes, I own a laptop computer
 - ☒ Yes, I use a laptop computer that I don't own
 - ☒ No, I neither own nor use a laptop computer
 - ☒ No, I used to use a laptop computer but no longer do

2) How long have you owned or used any brand of laptop computer?

- ☒ Less than 1 year
- ☒ 1-3 years
- ☒ More than 3 years
- ☒ Never owned or used

3) Please select all the brands of laptop computer you have ever owned or used. (Choose all that apply.)

- ☒ Dell
- ☒ IBM
- ☒ Compaq

Modify Selected Question

162 — Edit

164 — Delete

166 — Insert



Actions

172 — Save

174 — Undo

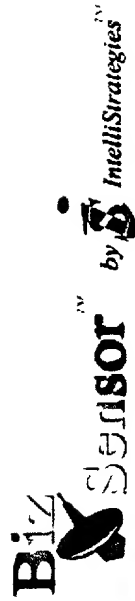
176 — Redo

178 — Reset

180 — Done

FIG. 10

182
✓



Report Card for ACME widget

Period: 9/1/00 - 10/1/00

Customer Satisfaction 184

Product 186	75%	↑	+4%
Loyalty 188	50%	—	+1.2%
Services 190	35%	—	-0.2%

Most Satisfied Resellers

Reseller 1	8.5	210	216	↓	+1.2%
Reseller 2	8.3	212	216	↑	+4.0%
Reseller 3	8.1	214	216	↓	+1.2%
Reseller 4	7.5	214	216	↓	-3.0%

Least Satisfied Resellers

Reseller 5	3.5	222	224	230	↓	-2.0%
Reseller 6	3.9	226	226	226	—	+1.2%
Reseller 7	4.2	226	226	226	↑	+3.0%
Reseller 8	4.5	228	228	228	↓	-0.2%

Strategic Position - Ranking 202

As of: 10/1/00	Previously: 9/1/00
1) Company 1	1) Company 1
2) Company 2	2) Company 2
3) ACME	3) ACME
4) Company 3	4) Company 4
5) Company 4	5) Company 3

ACME

Account Info Customer Support Online Tutorial Help

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Recommend Next Survey

FIG. 11

238
✓

It is not possible to find a single source for all the information you need.

BizSensor[™]
by **IntelliStrategies**[™]

Report Card for ACME Widget
Period: 9/1/00 - 10/1/00

Account Info

Customer Support

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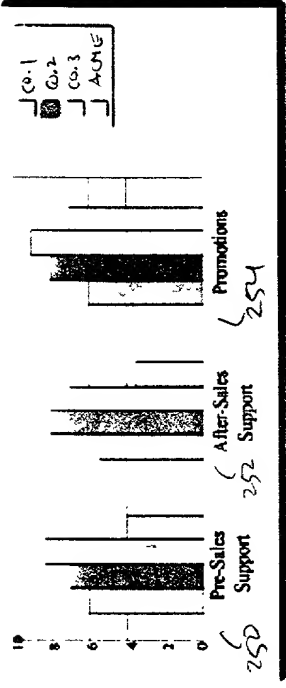
ACME

Page 1 | Page 2 | Main

Recommend Next Survey

Over Performance

Under Performance



Key Indicator Trends

Sales Promotions	258	9.0	↑	+7%
Product Variety	260	8.7	↑	+4%
Ease of Use	262	6.0	↓	-4%
After-Sales Support	264	3.5	↓	-3%

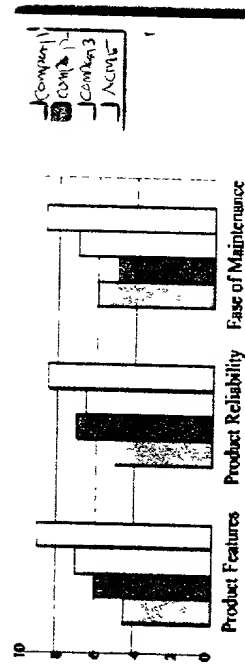
Hi's/Low's

Product Quality	9.3	-	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	-	-4%
Training Programs	3.5	-	-0.2%

FIG. 12

Report Card for ACME Widget
Period: 9/1/00 - 10/1/00

Over Performance



Key Indicator Trends

Sales Promotions	9.0	↑	+7%
Product Variety	8.7	↑	+4%
Ease of Use	6.0	↓	-4%
After-Sales Support	3.5	↓	-3%

Hi's/Low's

Product Quality	9.3	—	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	—	-4%
Training Programs	3.5	—	-0.2%

FIG. 13

General Area Surveys

Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
Channel Relationships	Recommended	Never	✓
Customer Satisfaction	Hint: The system has indicated which surveys you are likely to find most useful. Verify its choices and select Preview and Deploy Selected Surveys	OK	X
Competitive Position	<input checked="" type="checkbox"/> Turn off this hint in the future. <input checked="" type="checkbox"/> Turn off all hints in the future.		X
Awareness			X
Image	Not Indicated	Never	X

FIG. 14

General Area Surveys

Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
52 Channel Relationships	Recommended	Never	✓
50 Customer Satisfaction	Not Indicated	10/1/00	X
Competitive Position	Not Indicated	6/1/00	X
Awareness	Not Indicated	Never	X
Image	Not Indicated	Never	X

FIG. 15

General Area Surveys

Preview and Deploy Selected Surveys

272

284

Name	Status	Last Run	Run
Channel Relationships	(282) Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Not Indicated	10/1/00	<input checked="" type="checkbox"/>
Competitive Position	Not Indicated	6/1/00	<input checked="" type="checkbox"/>
Awareness	User Selected (280)	Never	<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

FIG. 16

Reseller Satisfaction for Acme Widget

Displays

Performance Ratings

Behavioral Predictors

Demographics

Recommend Next Survey

By Reseller 288

☐ Small, <\$1M
☐ Medium, >\$1M, <\$10M
☐ Large, >\$10M

By Competitor 290

Siemens
Lucid
Nortel
NFC

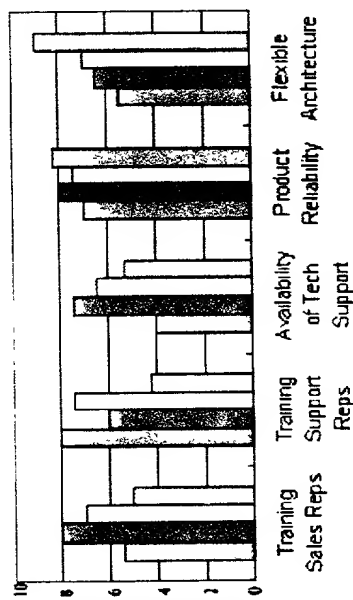
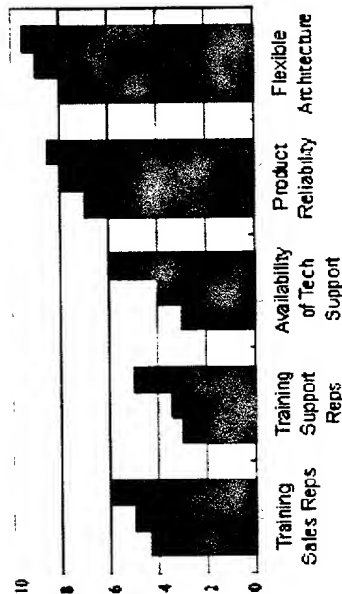


FIG. 17